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QUESTION 1

LenoxSoft has a requirement to provide visitors to their website a consistent transition between their own hosted, branded web assets and LenoxSoft Pardot forms and assets.

What should be implemented to meet this requirement?

- A. IP allowlist
- B. Tracker domain
- C. Custom redirects
- D. Page actions

Correct Answer: B

https://help.salesforce.com/articleView?id=sf.pardot_admin_tracker_domain_parent.htm&type=5

QUESTION 2

During the kickoff call, the LenoxSoft Marketing Manager expressed an immediate need to re-engage with older leads that went cold. Given this requirement, which Pardot features are the minimum requirement for a successful Engagement Program?

- A. Email Authentication > Salesforce Connector > Email templates > Users > Engagement program
- B. CNAME > Salesforce connector > Email Templates > Lists > Engagement program
- C. CNAME > Email Authentication > Email templates > Lists > Engagement program
- D. Tracking Code > CNAME > Email Templates > Dynamic Lists > Engagement program

Correct Answer: C

QUESTION 3

A marketing user wants to create a newsletter list where prospects will be automatically added based on a specific set of criteria. However, they also want to make sure sales users can manually add their prospects to the list even if they don't match the criteria.

Which automation tool should be used?

- A. Completion action
- B. Dynamic list
- C. Segmentation rule
- D. Automation rule



Correct Answer: C

QUESTION 4

LenoxSoft wanted to deduct a prospect's score by 100 points if they visited their careers page on the website, what would be the best recommendation to implement?

- A. Page action
- B. Custom redirect
- C. Completion action
- D. Automation rule

Correct Answer: A

QUESTION 5

What is true about completion actions? [Choose two answers]

- A. Completion actions are retroactive and will apply to activities done before and after you apply them
- B. Completion actions only execute for prospects. They will not affect visitors.
- C. Completion actions can be criteria based.
- D. Completion actions will not execute for image files.

Correct Answer: BD

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